

Naming organic wines in French and German

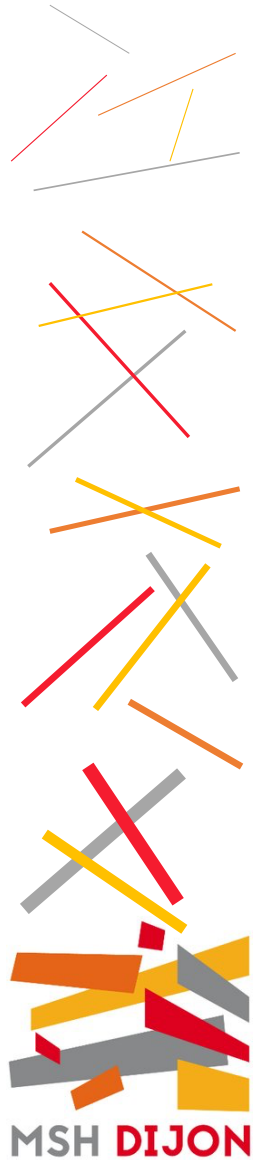
A Frame Semantics analysis

NITE 6

The Economy in Names
Uppsala, 3–5 June 2019

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Contents

1. Introduction
2. Research Questions
3. Frame Semantics & Product Name Analysis
4. Corpus
5. Discussion
6. Conclusion

Introduction

Specialized Communication Studies (Petit 2010, Schubert 2011) as Cognitive Discourse Analysis applied to specialized discourses

Since Foucault, it has been acknowledged that identity arises from the speech practice \Rightarrow from discourse \Rightarrow constituted by linguistic, but also cultural and above all social components (see also Fauconnier & Turner 2002)

According to Bhatia (2004: 163-166), language is a dynamic social power, that can be investigated from the discourse through ethnographically situated genre analysis (\Rightarrow textual linguistics, Heineman & Viehweger 1991)

Specialized Discourse are not an exception: methodological and theoretical shifts to a more assumed focus on the social and interactional dimensions

Introduction

The naming process of a product build its identity (Lobin 2016) by:

- being able to refer to a product in one range of the brand
- distinguishing it from others products of the market (signal function)
- giving the product an identity (Janich 2010: 65)
- giving the product a personality (ibid.)

The insertion of a product in a discursive construction creates/highlights its identity:

- Influence of the multimodal co-text, especially in advertising (= hyperstructure, *cf.* Adam & Lugrin 2000)
- Co-activation and mixing (blending) of different knowledge segments/components

For consumers, the acts of personalization and identification allow the creation of an emotional bridge between them and a product, which can/will lead them to buy it

Introduction

Names of wine have already been studied so far, also linguistically
BUT:

- for conventional wines: only a partial segment of the wine market
- from a mostly morphological and/or lexical point of view (Herling 2015)

Our thesis: the influence of the socio-economic and cultural contexts have for consumers a much larger influence as the name of the product as a sequence of letters (“signifiante”, Laurent 2009)

Introduction

From a semantic perspective, wine language is based on:

- prototypes... (Gautier & Bach 2017b),
 - relying on extra-linguistic features (year, grape, descriptor)
it's like a Chardonnay
 - relying on “worldwide” recognized representative wines
Minerality = *Chablis*; Pinot Noir = from Burgundy
 - experience and emotions (Gautier 2018; Bach 2018),
It reminds me a trip in Provence
 - and strong cultural traits (Gautier & Bach 2019).
We have now an AOC Côtes du Larzac
- ⇒ All of these features relying on a comparison scene/scenario (Gautier & Bach 2018, 2019)

Research Questions

Which is the validity of the previous semantic statements for **organic** wine names as belonging to a new developing segment and linked to other discourses, especially the one on sustainability?

Can cultural cognitive patterns be identified?

Which conceptualization is being made?

Which cognitive frames are being activated? OR: are *wanted* to be activated by marketing specialists ⇒ In this matter, mental spaces activation through frame components can be triggered by words like... names! (s. Fauconnier, Fillmore etc.)

Frame Semantics & Product Name Analysis

- Frame Semantics (FS) *not* as a tool for lexicographic description but as an **heuristic procedure** to *discover* and *represent* knowledge segments and representations
⇒ FS as a “semantics of understanding” (Fillmore 1985)

“Frame semantics characterizes the semantic and syntactic properties of predicating words by relating them to semantic frames. These are **schematic representations of situations** involving various participants, props, and other conceptual roles, each of which is a frame element (FE). The semantic arguments of a predicating word correspond to the FEs of the frame or frames associated with that word.” (Johnson & Fillmore 2000: 56)

“**system of concepts** related in such a way that to understand any one concept it is necessary to **understand the entire system**; introducing any one concept results in all of them becoming available” (Petruck 1996: 1)

Frame Semantics & Product Name Analysis

- Which relevance for the analysis of product names (PNs)?
 - PN function as **predicating units** opening **slots** needed to be filled in by **fillers**
 - Slots: **values** associated with the product (pragma-semantic polarity)
 - For the seller: **triggering** the attention of the client on the basis of a mental representation + **converting** (even **creating**) his intention to buy the wine
 - For the consumer: **representations** raising an impression of necessity/desire leading to the act of purchase integrated to a cultural background
 - **Default values**: “normal values” that do not need to be communicated explicitly: encyclopedic knowledge *or* a posteriori experience (s. *Common-Sense-Wissen/Knowledge*, Feilke 1994)
 - For wine: *beverage made of grapes' fermentation* In our case: the link with the *pure nature* should be the default value

Frame Semantics & Product Name Analysis

- A particular focus should be put on default values and the fact that representations can be **evoked** without being explicitly expressed:

On the one hand, we have cases in which the lexical and grammatical material observable in the text 'evokes' the relevant frames in the mind of the interpreter by virtue of the fact that these lexical forms or these grammatical structures or categories exist as indices of these frames; **on the other hand, we have cases in which the interpreter assigns coherence to a text by 'invoking' a particular interpretive frame.** (Filmore 1982: 124)

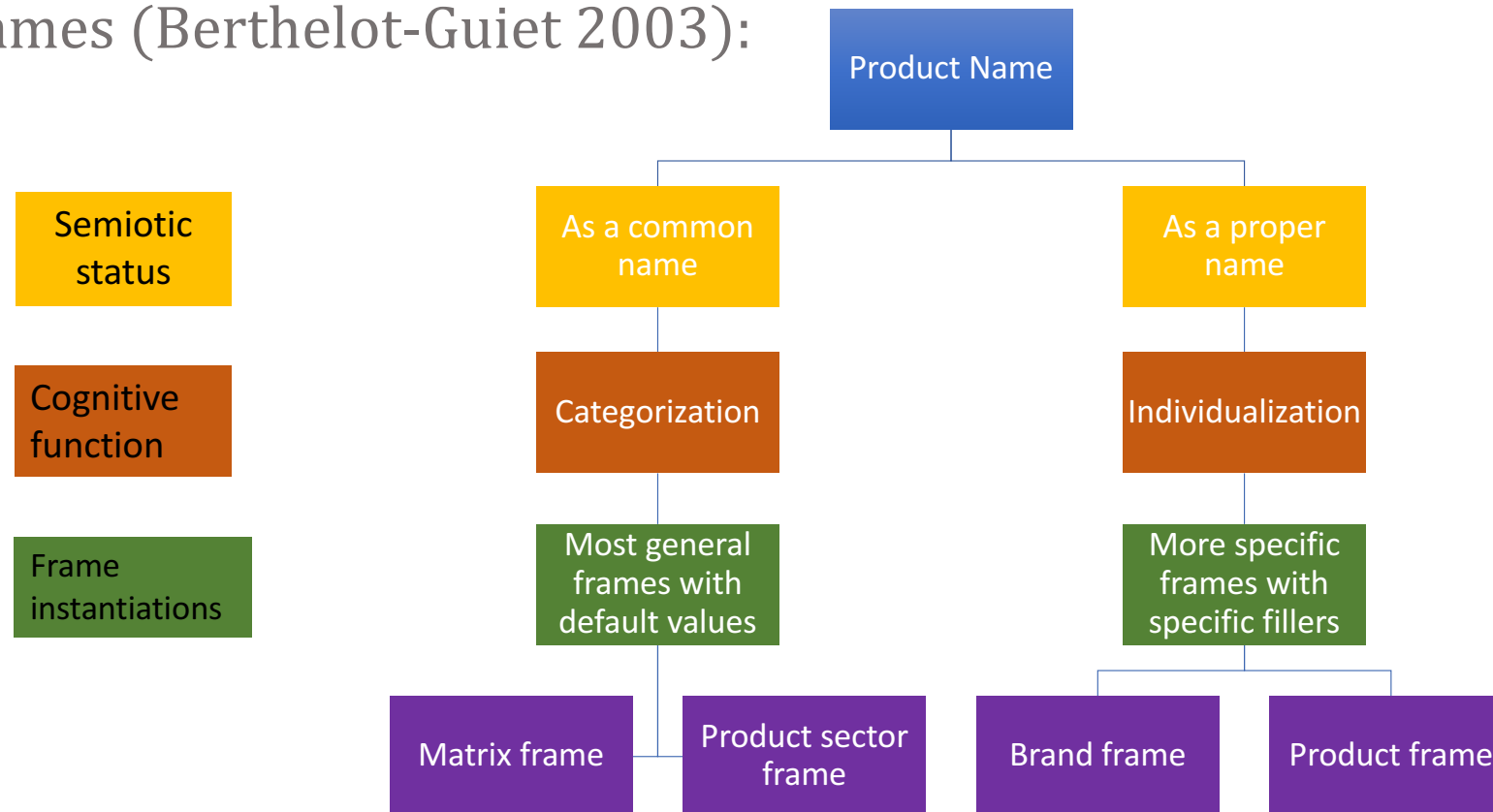
- Consequences for product names in general and for names of organic wines in particular:
 - Necessary link with the other, interacting discourses (here: organic, environment, sustainability, health)
 - Need for distinctiveness: if the default values overweight the specific values, there is a risk of lost of identity (*dégénérescence*, Laurent 2009: 68)

Frame Semantics & Product Name Analysis

- Frames exist at different integrated and interacting levels, with inheritance relations (Barsalou 1992, 1993; Fillmore & Baker 2010):
 - Matrix frame: bio-cultural products (bio: nature, grown plant, “natural” development from juice to wine + cultural (tradition, social habits and knowledge (\pm recipe), trigger for social interactions)) (Bach 2017: 123, 2018: part II)
 - Product sector frame: beverage, alcoholic beverage, wines, still – sparkling wines... \Rightarrow a kind of type-frame
 - Brand frame: typically Champagne producers
 - Product frame: a kind of token-frame
 - Cultural frame
 - Organoleptic frame
 - Evaluation frame
 - Hedonistic frame

Frame Semantics & Product Name Analysis

- A model in line with more traditional semantic analyses of product names (Berthelot-Guiet 2003):



Frame Semantics & Product Name Analysis

- Implementing such a frame description in product name generation and analysis:
 - Analysis: on the basis of an iterative (and collaborative, *cf. Grounded Theory*) annotation of a corpus made of product description texts (*cf. 3*) as exemplification of the naming strategies:
 - Identification of the slots and listing of the fillers
 - Reconstruction of the default values
 - Generation: as a potential methodological tool with focus groups for systematizing mental association procedures?

Corpus

Data set

Based on a first comparable / parallel (Teubert 1996) bilingual corpus (Gautier & Bach 2017b)

The present corpus is a strict comparable one:

French wines on French websites – German wines on German websites

	FRENCH	GERMAN
Websites	6	7
Ads	70	64

External textual description (after Lavric *et al.* 2018)

Genre: Tasting notes of organic wines on French and German online wine sellers

Aims	Speech acts: PRESENT _(wine) in the way of prescription and normativity (Gautier 2018) + ENCOURAGE _(client, purchase, wine) (= RECOMMAND _(client, wine))
Medium	Website: digital, written, multimodal
Author	The author is “someone” from the wine seller, who describes a wine bottle with a piece of information coming from reference books or journals (Wine Advisor), vineyard’s descriptions and from experts from the website ⇒ <i>cf.</i> the social control (= pressure) of Bhatia (e.g. 2016) ⇒ Needs of an ethnolinguistic perspective (Isani 2014; Gautier 2019)
Recipient	One-to-many communication: The recipient has not the possibility to answer Rather on the <i>distance</i> pole of the distance/proximity continuum (Koch & Oesterreicher 1994)

Weißwein

» Frankreich (45)

» Deutschland (49)

» Mosel (5)

» Rheingau (7)

» Rheinhessen (9)

» Pfalz (14)

» Franken (5)

» Weitere Regionen (9)

» Italien (16)

» Österreich (10)

» Spanien (7)

» Chile (2)

» Australien (2)

» USA (1)

» Kanada (1)

» Portugal (2)

» Südafrika (1)

» Andere Länder (1)

Weißwein-Typen

» Zartfruchtige
Weißweine (25)

» Fruchtbetonte
Weißweine (59)

» Körperreiche



🇩🇪 RHEINGAU

★★★★★ Bewertungen (10)

PRINZ Quarzit BIO** 2017 – DE-ÖKO-003

Qualitätswein

Typus: fruchtbetonter Weißwein

Rebsorte: Riesling

Alkoholgehalt: 12,0% Vol.

Geschmack: **i** Mit intensivem Aroma von Birne, Aprikose und Noten roter Apfel wirkt der Wein recht vielfältig. Am Gaumen zeigt er seinen Rheingau-Charakter mit schöner Mineralität und gut abgepulter Säure und ist gleichzeitig sehr saftig.

Von: Weingut Prinz
Im Flachsgarten 5
D- 65375 Hallgarten

Trinkreife: jetzt und weitere 2-3 Jahre

Trinktemperatur: 10-12 °C

Verschlussart: Drehverschluss

Analysewerte:

Die folgenden Analysewerte wurden in unserem hauseigenen Labor ermittelt und beziehen sich auf die Abfüllung mit der Los-Nummer: AP-Nr. 3014801718

Alkoholgehalt: **i** 12,32% Vol.

Restzucker: **i** 8,3 g/l

Gesamtsäure: **i** 8,1 g/l

Artikel-Nr.: 16357

Enthält Sulfite.

Name = SOIL > TASTE

Menge: Flasche(n)

● sofort lieferbar

12,50 €
(16,67 €/l)

pro 0,75 l Flasche, inkl. MwSt.



Merken » Drucken »

versandkostenfrei ab 50,- €
mit Kundenkarte, innerhalb D
» Versand & Zahlung

In the description:
“Quarzit, ein durch
Kieselsäure
verfestiger
Sandstein”



★★★★★

Sehr gut
4.89/5.00

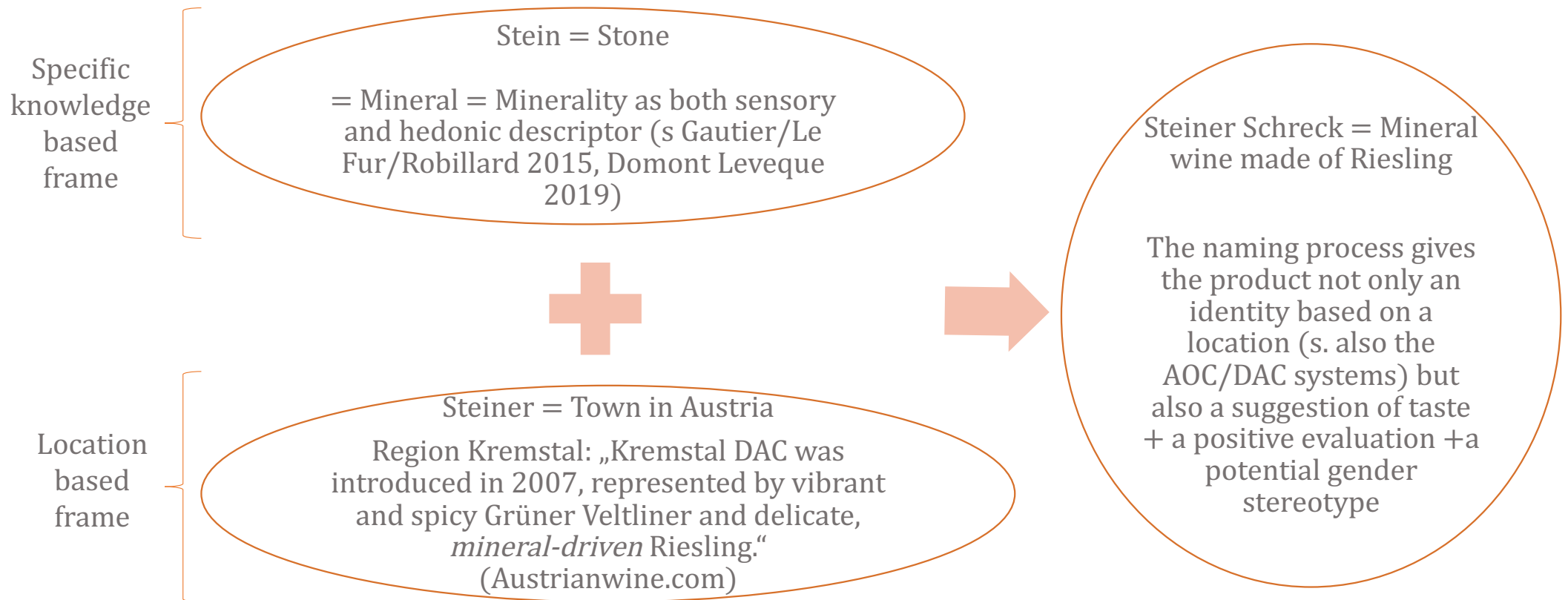
Zertifizierter
Shop

Discussion

Conceptual constructions in wine naming

Specific knowledge- and Location based frame

- Steiner Schreck (DE_WB_01)



Discussion

Various specific knowledge domains

- MARLÈNE N.3 (FR_MI_02)

Decompression of the information: Marlène Dietrich

- Lived at the end of her life in France and represented the most prestigious luxury brands such as Dior or Hermes
- Incarnation of the emancipated woman

Analogy with N°5 of Chanel

Transfer of following information into the mental space defining the product:

- Luxury indexicalisation *via* the *tertium comparationis* of mode branch (Bach i. p.)
- French luxury (*luxe à la française*)
- Coco Chanel (another example of feminism and emancipation)

Double blending containing specific cultural unspecialized knowledge in order to create an emerging mental space giving an identity to the product based on luxurious and feminism parameters

Discussion

Specific cognitive constructions in organic wines names

Typical organic wine names refer to their “transgressive rhetoric” and a specific “dissident” ideology of the winemaker (Moutat 2019: 70, 73, 74)

- Evidence (FR_VI_06) = PURITY
- La Marginale (FR_NI_09) = DISSIDENT
- IKON (FR_VI_10) = DISSIDENT (K > C)
- NATURE based frame (in contrast to the the location based frame, which instantiates a real location): what is here underlined is the result of a specific configuration of the nature, which *differentiates* this wine from the others *by opening slots* of the organic discourse
 - Equinoxe (FR_VI_10)
 - Goldberg(DE_FP_05) ⇒ gold mountain

Conclusion

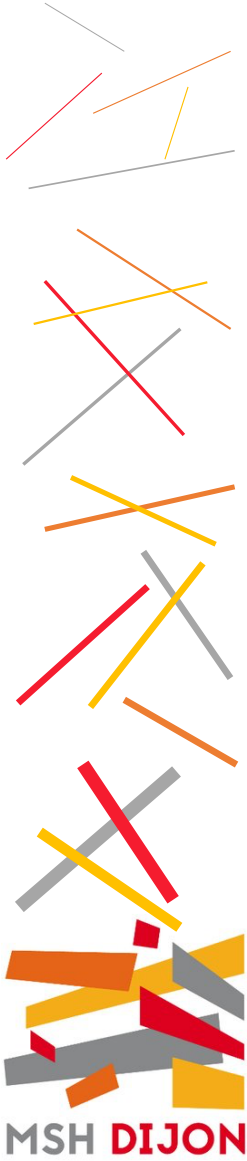
Summary

- A cognitive approach based on a textual analysis is relevant and accurate for LSP-analysis, and branding/naming are parts of SCS
- Names are not only useful in the identification process but also (and above all?) in social dynamics and as a reflection of social pressures, for the companies, the sellers and the consumers.
- In this matter, a phenomenological (Merleau-Ponty 1969), multimodal and pragma-semantic analytical tool (Bach 2019) needs to be further developed
- Frames mobilized by naming organic wines: Specialized knowledge-, location-, various knowledge- and specific (for organic grown and made products) knowledge based frames
- Frames as theoretical tools for a **cognitive** semantic approach of product names besides traditional categories such as denotation, connotation, etc. (Berthelot-Guiet 2003: 64-65)

Conclusion

Perspectives

- Further analysis with larger corpora
- Finer and more systematical analysis
- Further development of the framework (bottom-up-top-down articulations)
- Analysis of the reception with consumers polls and in-depth interviews
- (Ethnographic) observations of focus groups working on branding
- Contributions to communication (/ marketing) strategies of winemakers or winemakers associations



Thank you for your attention!

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